

Golf



“Auburn Hills is a golfing jewel designed by legendary course architect Perry Dye. I am honored to be the person in charge of bringing his concept and architectural masterpiece to life.”

- Ron Mosher, CGCS
Maintenance Supervisor at Auburn Hills







The mission of the Golf Department is to offer high quality golfing opportunities on a self-sustaining basis.

RECENT ACCOMPLISHMENTS

- The new Auburn Hills golf course has been open for two full years. It has been ranked as one of the top ten public courses in Kansas.
- Rounds continue to be depressed, following a national trend in the golf industry. Nationwide, rounds are down 6% since 2001. In Wichita, rounds are down nearly 9%.
- The five municipal courses hosted over 3,000 rounds of Junior Golf in 2003.
- The municipal golf courses provide over 6,000 rounds at a discounted rate for area high school golfers. The Golf system supports the following area schools: East, West, South, North, Northwest, Southeast, Heights, Goddard, Carroll and Trinity. In addition, in the past both Friends University and Kansas Newman University have practiced at City courses.
- The City launched the GolfWichita.com web site in February 2003. This site provides course information and allows golfers to make tee time reservations.
- The City absorbed clubhouse operations at two courses in the fall of 2003, after the resignation of contracted PGA Professionals. The courses have since been staffed by City employees who maintain PGA credentials.
- Contractual PGA professionals operate clubhouse operations at two city courses. These contracts expire at the end of 2005. All maintenance activities and clubhouse operations at three courses are managed with City staff.

DEPARTMENT OBJECTIVES

1. Maintain low operating costs.
2. Continue to market golf in Wichita to increase golf as a recreational alternative for citizens.
3. Continue to promote the sport of golf and develop future players by providing discounted rounds to Junior Golf participants, as well as school youth.
4. Continue utilizing technology to provide better customer service to area golfers.
5. Provide and maintain open space for the aesthetic enjoyment of all citizens, as well as providing a natural storm water collection system.

PERFORMANCE MEASURES

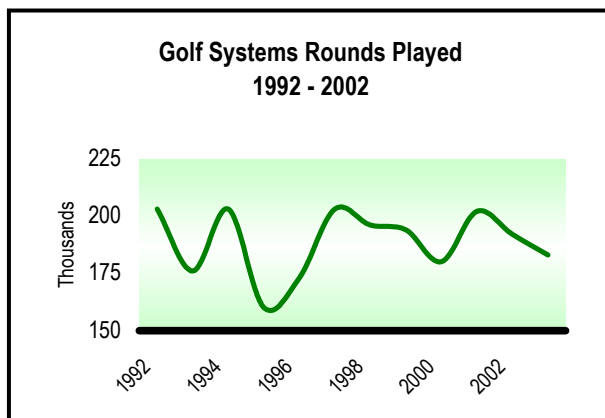
Dept . Objective	Program Measure Description	2001 Actual	2002 Actual	2003 Actual	2004 Projected	2005 Projected
1	Operating cost per round played	13.45	14.18	\$15.68	\$18.18	18.56
1	FTE per course acres	.0768	.0768	.082	.082	.082
1	FTE per course holes	.65	.65	.7	.7	.7
2	Total rounds of golf (thousands)	201	192	183	191	194
3	Number of Junior Golf rounds	2,097	3,092	3,496	3,500	3,500
3	Number of school rounds.	2,856	6,368	6,143	6,250	6,250
4	Number of web site "hits"	N/a	13,358	218,041	250,000	300,000
5	Acres of land maintained	768.18	768.18	768.18	768.18	768.18



OVERVIEW

The City operates five golf courses: Arthur B. Sim Park, L.W. Clapp, Alfred MacDonald, Tex Consolver and Auburn Hills. City staff maintains each course and the entire golf operation is supervised by the Golf Course Manager employed by the City. Currently, at two of the five courses, the City contracts with a PGA pro who is responsible for the pro shop and concessions. At Auburn Hills, LW Clapp and MacDonald, a City Golf Pro manages the clubhouse operations.

The courses are funded by the Golf Fund with operating revenues derived solely from user fees. Annually, around 200,000 rounds are estimated to be played at the City's courses. Fees include regular green fees, weekend/holiday fees, season passes and tournament fees.



The five courses each offer a different set of challenges. Opened in west Wichita in 1969, Tex Consolver Golf Course, at 7,361 yards, is the longest of the City's four courses. The par 72 course is considered one of the most challenging, with water in play on 8 holes and a fair amount of tree cover. In 1993, a new irrigation system was installed, at a cost of \$840,000. Annually, over 46,000 rounds are played.

The L.W. Clapp Golf Course, located in southeast Wichita, is the smallest course, occupying 95 acres. The tight layout coupled with a creek wandering through the course creates many challenging holes. The par 70 course measures 6,087 yards, and hosts around 39,000 rounds annually. The course received a major renovation in 1988 with new greens and a new irrigation system.

Sim course is located in the center of Wichita and is the oldest municipal course, dating to 1919. At 6,330 yards, the par 70 course offers a simplified layout, with tree-lined fairways leading to well bunkered greens. Sim is the City's busiest course, generating nearly 52,000 rounds annually. The course was enhanced in 1988, with significant tee box and green renovations, in addition to a new irrigation system.

Behind the Names of the Wichita Municipal Courses

Arthur B Sim Memorial Park - This course was developed in 1919. The course honors Arthur B. Sim. Mr. Sim's father Coler L. Sim donated a large tract of land (what is now Sim Park) to the City to memorialize his son after his untimely death.

L. W. Clapp Park - The former Meadowlark course was built in the 1920's and acquired by the City in 1954. The course is named after L.W. Clapp, who served as Mayor from 1917 – 1919; as City Manager from 1919 – 1921, and later for many years as the President of the Board of Park Commissioners.

MacDonald Park - This course was opened initially in 1911 as the Wichita Country Club. The City purchased it in 1951. The course is named after Alfred B. MacDonald, Wichita City Manager from 1939 – 1941.

Consolver - Pawnee Prairie course, as it was initially known as, was constructed by the City in 1969 on land adjacent to the Airport. The course was re-dedicated in 2000 in honor of the late Beal "Tex" Consolver. Tex, a member of the Kansas Golf Hall of Fame who was widely considered to be "Mr. Public Golf" in Wichita, worked with the Park Board for over 58 years.

Auburn Hills - Opened on May 25, 2001, this course is the only corridor course in the municipal system. The course name recognizes the golden grain fields that grace the rolling terrain of Kansas.

The par 71 MacDonald Golf Course is generally considered to be the best all-around municipal course. The course, the former Wichita Country Club, measures 6,911 yards, and features fairways lined with mature cottonwood trees. Over 44,000 rounds are played annually at MacDonald. During 1995, the City invested nearly \$2 million in a complete renovation of the course, including a new irrigation system and 18 new greens.

MacDonald Course, which opened initially in 1911 as the Wichita County Club, was extensively renovated in 1995. The course, which plays at 6,911 yards, features a rolling terrain and tree-lined fairways.

Auburn Hills course is the City's newest, opening in May 2001. This course was the result of a public/private partnership and the investment of over \$11 million. Designed by world-renowned golf course designer Perry Dye, the course is one of the finest in the region. In just it's second year, the course has already been rated as one of the top ten public courses in Kansas.

Depending on the layout of the course, between three and eight full-time City staff provide maintenance. A Maintenance Superintendent, assisted by an Assistant Superintendent and a Greenskeeper directs the activities at each course. Seasonal



part-time staff are used extensively, particularly during the summer months. With its corridor-style design, maintenance at Auburn Hills is more labor intensive. In addition to the Superintendent and Assistant Superintendent, six additional full time staff are involved in course maintenance.

Clubhouse operations at two City courses are provided by PGA Pros, under contract with the City. At these courses, the Pros provide golf carts, lessons, limited concessions and pro shop items. These contracts expire at the end of 2005. The Auburn Hills clubhouse includes an expanded pro shop and full grill service operated by a PGA Pro employed by the City. Pro shops and concessions at LW Clapp and MacDonald courses are also now operated by the City employed PGA Pros. In addition, a City operated fleet of golf carts is available at Auburn Hills, LW Clapp and MacDonald.

Clubhouses at each of the five City courses are staffed by PGA Pros.

FINANCE AND OPERATIONS

The budget for Golf provides for a continuation of the enhanced maintenance operations activities initiated in 1997. In addition, an increased level of debt service is budgeted, associated with the system capital improvements that have been undertaken the past few years.



Two high school golfers size up a putt at Auburn Hills during the Girls 5A-6A State Championship Tournament held in October 2003.

Golf revenues are generated exclusively from user fees (green fees, cart rentals and concession sales) and interest earned on fund balances. All golf expenditures are funded through user fees, with no General Fund subsidization of golf expenditures. In addition, the Golf Fund reimburses the General Fund for administrative support through administrative charges.

In the past decade, except for periods during which courses were being renovated, approximately 200,000 rounds were played annually. However, the past few years have experienced a depressed number of rounds, consistent with nationwide golf trends. With the completion of Auburn Hills,



The Junior Golf Program provides golfing opportunities for youth at a rate of \$2 per round

annual rounds were expected eventually to increase to around 220,000; however, through 2003 rounds continue to remain subdued, even with the additional of Auburn Hills.

Unless play resumes to historic levels in the near future, additional revenue will be needed prior to 2005. Even with an increase, municipal golf fees will remain competitive within the Wichita market.

During the summer months, the courses host Junior Golf. The Junior Golf Program provides golfing opportunities for youth at a reduced rate of \$2

per round. The program has been very successful and not only provides summer recreation for youth, but helps to

During the summer months, the courses host Junior Golf, which provides golfing opportunities for youth at a reduced rate of \$2 per round

develop future golfers for the City courses. In addition, the City provides seniors with discount rates. Several local high school golf teams practice at city courses at reduced rates, and city courses host many state and regional high school golf tournaments, both for boys and girls.

In the past decade, the City has invested over \$14 million in course capital improvements. This effort has included major renovations at Sim Park and L.W. Clapp in 1988; a new irrigation system at Consolver in 1993; and total renovation of the MacDonald course in 1995. These capital improvement projects culminated with the completion of the new Auburn Hills Golf Course in west Wichita.

The Golf budget includes enhanced grounds maintenance under a program that began in 1997. Since that time, maintenance staff have aggressively overseeded fairways, rebuilt tee boxes, improved drainage and completed other projects. Enhanced operating expenses, coupled with the capital investment of the last decade, are intended to ensure a high quality round of golf at a reasonable price. In the future,



additional capital investment in renovated clubhouses and additional rip rapping of shore lines is programmed.

To enhance customer access and to facilitate better course management through the usage of newly captured data, a new POS system was installed in 2003 and the new golf website, www.wichitagolf.com, was started. Customers can now reserve tee times and research the City courses 24 hours a day, over the internet. The new POS system includes an automated tee sheet, and significantly improves the collection of sales data.

Course information is available instantly at www.wichitagolf.com. From the site, tee time reservations can be made, and course information is available.

FUTURE CHALLENGES

- Continue to provide golf to the public at reasonable rates in an increasingly competitive market
- Maintain public open space for recreation in an environmentally sensitive fashion.

Golf Department Budget Summary					
	2003 Actual	2004 Adopted	2004 Revised	2005 Adopted	2006 Approved
Golf Fund revenue	3,513,471	4,413,330	3,940,580	4,148,570	4,272,340
Personal Services	1,221,431	1,260,330	1,403,840	1,468,280	1,549,320
Contractual Services	991,420	1,275,430	1,251,650	1,244,150	1,238,810
Commodities	425,433	448,870	408,240	408,240	408,240
Capital Outlay	157,209	175,000	175,000	235,000	235,000
Other	1,143,474	1,485,360	668,120	865,490	919,6000
Total Golf Fund Expenditures	3,938,967	4,644,990	3,906,850	4,221,160	4,351,030
Golf Fund Balance	332,017	542,341	365,747	293,157	214,467
Total full-time positions	30	30	34	34	34
Total part-time positions	56	56	56	56	56
Total FTE positions	59	59	63	63	63

For additional information on Golf visit www.golfwichita.gov